Have It Your Way: Maximizing Drive-Thru Contributions

OpenWest 2016

@vmbrasseur

@vmbrasseur, CC-BY-NC

About me

VM (Vicky) Brasseur

@vmbrasseur

vmbrasseur

openwest@vmbrasseur.com

Thank you, HPE, for loving open source! 💚

@vmbrasseur, CC-BY-NC

Hewlett Packard
Enterprise

Will Cover

— Definitions of "drive-thru"
— Disadvantages of Drive-thrus
— Advantages of Drive-thrus & why it matters
— How to Maximize Drive-thrus

@vmbrasseur, CC-BY-NC

Will NOT Cover

— How to convert a drive-thru to a repeating contributor

Please save questions for the end

@vmbrasseur, CC-BY-NC

Definitions…

- Contribution
  - Code, documentation, design document, etc. Something which can be committed to version control.
- Contributor
  - Someone who submits/commits their work to the project.
- Drive-thru Contributor
  - Someone who makes a single contribution and then disappears from your project entirely.

Contributions & Contributors

Categories of drive-thru contributions

- Self-service
- Work-related
- Special project or use case
- Documentation addition/fix

@vmbrasseur, CC-BY-NC

Contributors

Why do they show up at all?

- Scratching an itch
- Unable/unwilling to find an alternative to this project
- They like you. They really like you.

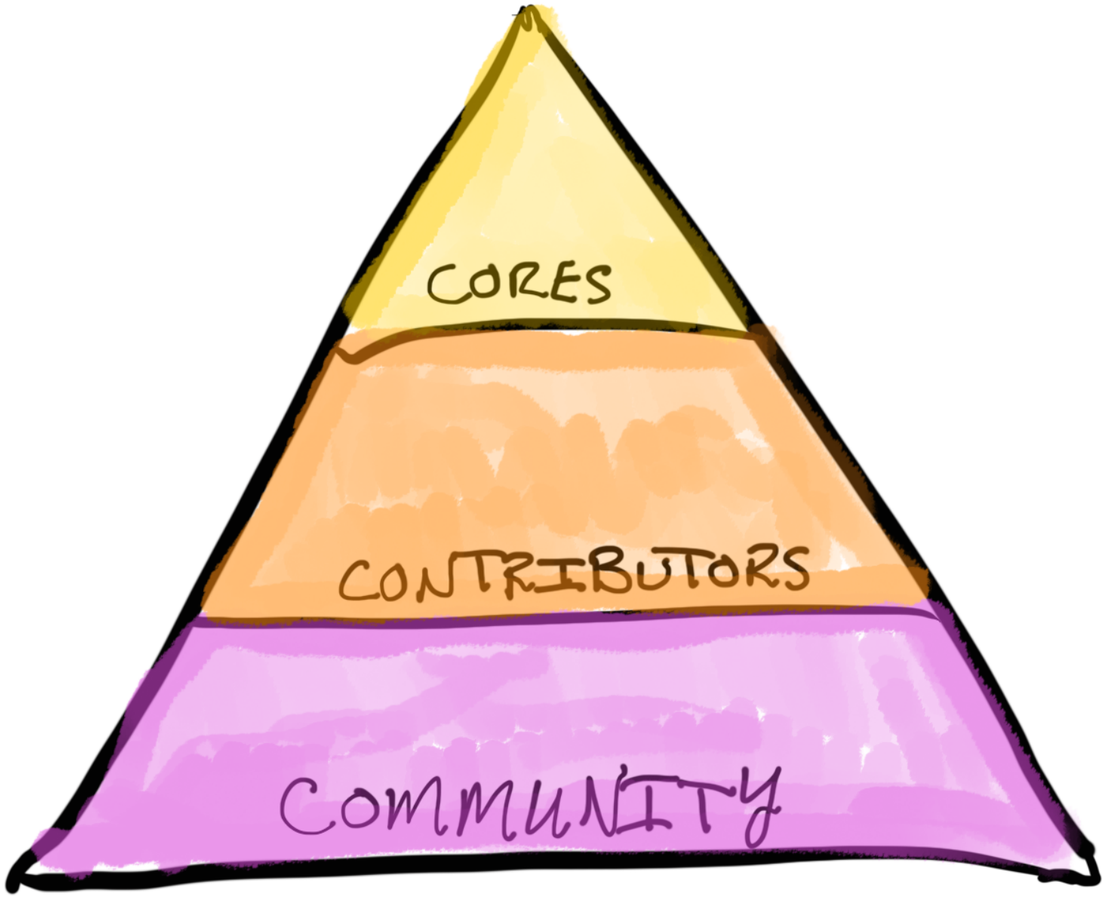
Why do they leave?

— Scratched their particular itch
— No time
— Stopped using the project
— Difficult to contribute
— Not appreciated
— Assholes

Disadvantages

— It takes time
— Not community

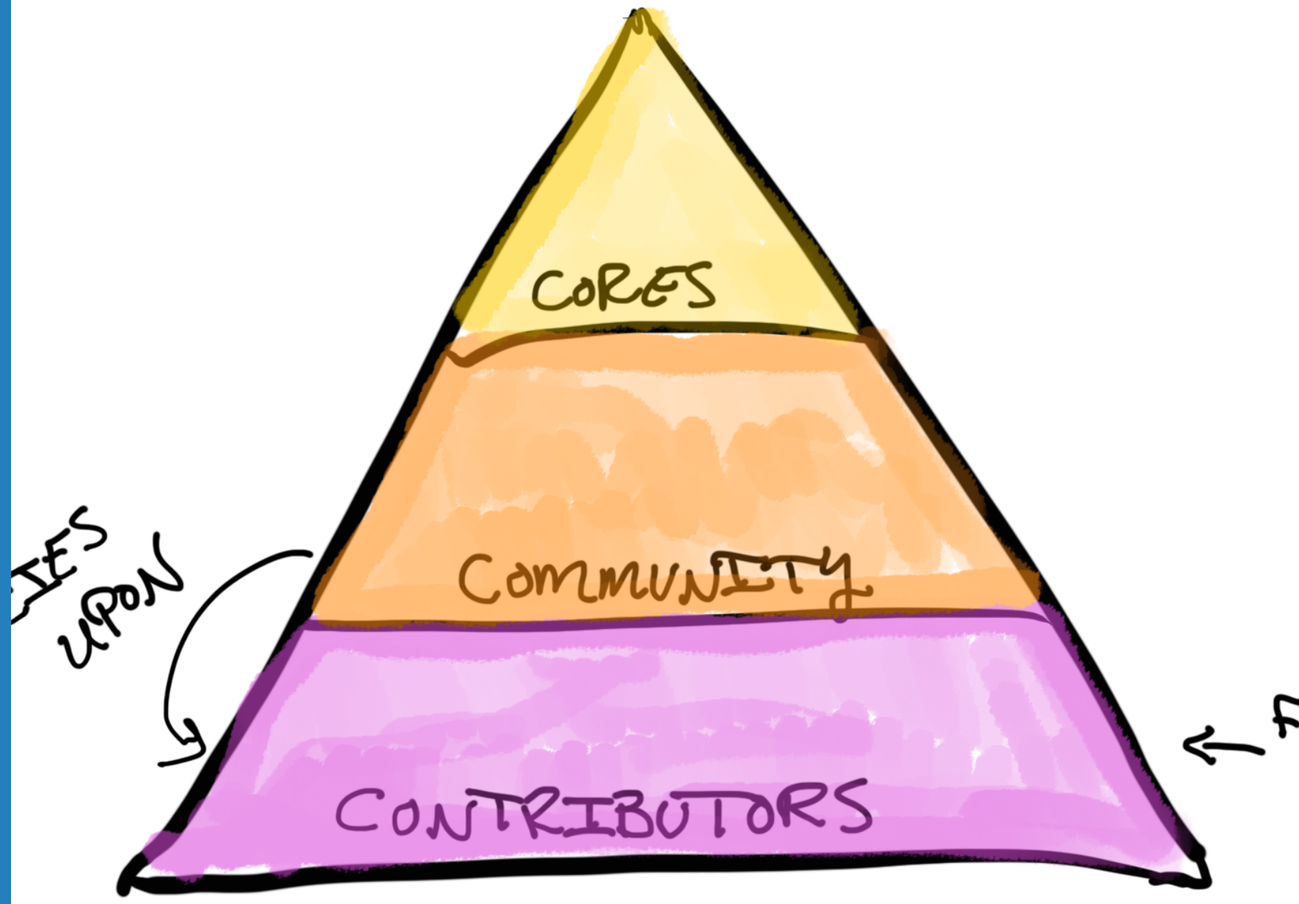
"They're not community."



@vmbrasseur, CC-BY-NC

"The contribution trumps the contributor."

Karl Fogel



@vmbrasseur, CC-BY-NC

I have a modest proposal to make…

I have a modest proposal to make…

An ever-increasing number of drive-thru contributors is one possible sign of a healthy project. A project with very few drive-thru contributors may not be healthy.

If you have more drive-thru contributors it means…

- More people are looking at the project
- More people are using the project
- Validation of the process
- More people are able to contribute to the project
- More contributors exist to convert to community members

Advantages to the project

@vmbrasseur, CC-BY-NC

Improved Process!

— Open, Clear, Direct, Unambiguous

@vmbrasseur, CC-BY-NC

Better communication routes!

— Open, Clear, Direct, Unambiguous

@vmbrasseur, CC-BY-NC

Improved numbers!

- More contributors
- More contributions
- Faster time to merge
- Faster time to release

Higher quality project!

— More bugs located
— More bugs fixed
— More tests coverage
— More documentation coverage

Healthier project culture!

— More welcoming
— More helpful
— More friendly
— Low-/no-blame

@vmbrasseur, CC-BY-NC

Better project reputation!

— Seen as friendly
— Seen as more accessible
— Can lead to more exposure
— Can lead to more project adoption

Healthier project overall!

The actions required to maximize drive-thru contributors will also lead to a healthier project overall.

@vmbrasseur, CC-BY-NC

Project Health

Example metrics for project health

- Number of downloads/stars/forks
- Number of contributors
- Number of contributions
- Number issues opened/closed
- Number patches/PRs submitted/accepted
- Average & median contributor "age"

For more information: http://flosscommunitymetrics.org/

Methods for maximizing drive-thru contributions

@vmbrasseur, CC-BY-NC

Documentation!

- Ensure efficient & successful contributions by providing all necessary information up-front.
- Save time by minimizing questions.
- Standardize processes.

Documentation: Quick Start Guide

— High-level summary
— Links to all relevant docs

Documentation: How-to Contribute

- Step-by-step guide
  - Checklists are spiffy!

Documentation: Communication routes

- Whom to contact…
  - For what…
  - And how
- Dedicated communication routes for new contributors

Documentation: Code of Conduct

- Expected behavior
- Unacceptable behavior
- Consequences
- Methods for reporting
- Methods for deciding consequences

Documentation: Who's Who

— Project leaders
— Core contributors
— Subject Matter experts
— Sub-teams

@vmbrasseur, CC-BY-NC

Documentation: Rules and Processes

— How to become core
— Elections (if any)
— How to suggest governance changes

@vmbrasseur, CC-BY-NC

Documentation: Project roadmap

— Release schedule
— Features planned for each release
— How to get a patch into a release

Documentation: Jargon, acronyms, abbreviations

- Jargon
- Acronyms
- Abbreviations
- Inside jokes

@vmbrasseur, CC-BY-NC

Mentoring!

— Code review
— Office hours
— Hackfests
— New contributor events

Process improvements!

— Tag starter bugs
— Have a contributor SLA
— Container/VM image of the dev environment

Culture!

— Value contributions
— Value contributors
— Culture of documentation
— Default to assistance

NO ASSHOLE RULE

@vmbrasseur, CC-BY-NC

Outreach!

- Express gratitude
- Contributor recognition
- Follow-up
  - How was their experience?
  - How can the process improve?
  - Why did they leave?

@vmbrasseur, CC-BY-NC

Gratitude!

Survey respondents

@gwaldo
@akrabat
@lestrrat
@scrottie
@agjhnsn
@matthieunapoli
@isagalaev

Talk Reviewers

@genehack

@chrisjrn

Brainstorming

@stephenrwalli

Slides are available RIGHT NOW at:

https://archive.org/details/openwest2016-drivethru

Join the eval() empire!

Please rate this talk and provide feedback!

https://joind.in/talk/47a36